

#5  
a7  
2/5/02



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Donald J. Hejna, Jr.

Serial No.: 09/398,612

Filed: September 16, 1999

For: Method and Apparatus to  
Determine and Use Audience  
Affinity and Aptitude

Group Art Unit:

RECEIVED

2641

MAR 04 2002

Examiner:

Technology Center 2600

Date:

February 1, 2002

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on February 1, 2002 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Commissioner for Patents, Washington, D.C. 20231.

Michael B. Einschlag  
Michael B. Einschlag

29,301  
Reg. No.

February 1, 2002  
Date of Signature

Commissioner for Patents  
Washington, D.C. 20231

Sir:

**PETITION AND FEE FOR EXTENSION OF TIME**

On October 3, 2001 an Office Action was issued in the above-entitled case, setting a three (3) month shortened statutory period for response.

This is a petition for a one (1) month extension of time pursuant to 37 CFR 1.136(a) to extend the time for filing a response up to and including February 3, 2002. A check in the amount of the required fee is attached hereto. The fee is believed to be \$55.00 per 37 CFR 1.17(a)(1).

Respectfully submitted,

By:

Michael B. Einschlag  
Michael B. Einschlag  
Reg. No. 29,301  
(650) 216-1597  
25680 Fernhill Drive  
Los Altos Hills, Calif. 94024